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**ANNUAL REPORT**  
**OF THE**  
**South Carolina**  
**Education Television**  
**Commission**

**For The Fiscal Year**  
**From July 1, 1971 to June 30, 1972**



Printed Under the Direction of the  
State Budget and Control Board

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## INTRODUCTION

This report is an in-depth study of the South Carolina Educational Television Commission, particularly of the accomplishment of its goals and objectives over the past year.

Goals and objectives have been determined on the basis of the demands being made for educational communications service by the citizens and agencies of the State of South Carolina. These demands for service, tempered by knowledge of past activities and existing resources for the production and transmission of educational materials, have been used as the basis for meeting these major objectives.

Educational television has come of age in South Carolina. We are standing on the threshold of a comprehensive educational communications system. A firm foundation has been laid. In so doing, we have accomplished the most difficult part of our task. Yet, we have paused just short of realizing the enormous potential we have within our grasp. The time has come for South Carolina to complete on a systematic basis the pioneering job it began 15 years ago.

The ETV budget, in spite of the many services provided to all levels of education, represents only 1.2% of the State's total educational budget. ETV represents the most economical and effective system for making educational resources and services equally available to all schools throughout the State, for responding rapidly to ever-increasing educational problems, and for meeting the State's present and future needs, squarely and realistically.

A long-range financing task force has just been created to develop a final plan for providing substantial national funding in support of ETV operations across the country. They have turned to South Carolina for our past vision of ETV's potential to assist education at all levels. As major background information, they are using the original South Carolina plan for ETV development. Once again South Carolina's ETV system has been singled out as a goal for others to work toward. We have the opportunity to take advantage of our headstart in ETV development. By moving toward the completion of our system, we can maintain our position of leadership and be in line to receive an optimum share of forthcoming national funding for support of ETV activities.



By moving ahead we can also come much closer to meeting the greatly increased requests for use of the system coming from all levels of education. These requests are moving rapidly beyond our capacity to provide service and the use of ETV has been increasing at an accelerated pace at all levels.

Again last year, the use of ETV services by the public schools reached a new high, with an enrollment of over a half million computed by the State Department of Education survey. Similarly, in other areas, ETV use increased in both numbers served and numbers and varieties of courses presented. As public education concludes one of the most difficult periods of its history, we anticipate further use of ETV based on the increased emphasis being placed on instructional quality and being placed on up-lifting the educational standards of every school by providing a superb resource to all.

1971-'72 has been a year of greatest accomplishment for ETV in its history. The following statistics reflect to some degree the accelerated use of ETV and its increased effectiveness.

#### ETV SERVICES —

##### *Public Schools*

ETV Enrollment: 1967 — 172,000  
1972 — 515,949 (a 199% increase)

##### *Higher Education*

Production: 1969 — 42 hours  
1972 — 82 hours (a 82% increase)  
Transmission: 1969 — 155 hours  
1972 — 1,124 hours (a 625% increase)

##### *State Agencies*

Agencies Served: 1969 — 15  
1972 — 46 (a 207% increase)  
Production: 1969 — 72 hours  
1972 — 195 hours (a 171% increase)  
Transmission: 1969 — 96 hours  
1972 — 201 hours (a 109% increase)

*Business and Industry*

Production:	1969 —	24 hours
	1972 —	114 hours (a 375% increase)
Transmission:	1969 —	90 hours
	1972 —	115 hours (a 28% increase)
Enrollment:	1969 —	21,000
	1972 —	52,000 (a 148% increase)

*Adult Education*

Enrollment:	1969 —	400
	1972 —	5,000 (a 1150% increase)

## EDUCATION BUDGET RELATIONSHIPS—

	1967	1972	Increase
Higher Education —————	\$ 35.1 million	\$ 82.8 million	140%
Public Schools —————	157.6 million	240.0 million	52%
Other Education Agencies ———	6.5 million	21.3 million	228%
ETV —————	3.0 million	4.2 million	40%

TOTAL 1972 EDUCATION BUDGET \$348.3 MILLION

ETV BUDGET \$4.2 MILLION, OR 1.2%

**HISTORY, STATUTORY AUTHORITY, AND MANDATE**

The following brief outline of the development and accomplishments of South Carolina's educational television system is included for reference purposes and as a basis of comparison for future developments.

1. 1957-58 — The General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. Mr. R. M. Jefferies, Jr., was chairman of the subcommittee that carried out this study. On March 11, 1958, that committee recommended that a pilot project be set up in one Columbia school.
1. 1958-59 — In the summer of 1958 a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. During the school year, French and geometry were offered and the project was evaluated by R. Lynn Kalmbach of the Columbia City Schools. Public School ETV enrollment — 300.

3. *1959-60* — Educational television services were extended to five Columbia area schools and algebra was added to the programming originating from Dreher. Public school ETV enrollment — 1,500.
4. *1960-61* — The General Assembly created the South Carolina Educational Television Commission with R. M. Jefferies, Jr., serving as chairman. The Commission selected R. Lynn Kalmbach as general manager. Four courses were offered on video tape to 31 schools in 11 counties. To provide this closed circuit expansion, the first reduced tariff rate for educational television in the nation was negotiated. Public school ETV enrollment — 3,300.
5. *1961-62* — ETV course offerings were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in post graduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV system. The closed circuit network was extended to include 50 schools in 26 counties. Public school ETV enrollment — 14,400.
6. *1962-63* — ETV course offering increased to eleven. The closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, all university extension centers, five private colleges, two private high schools, and ten hospitals. Public school ETV enrollment — 18,500.
7. *1963-64* — In September, the ETV Network signed on its first open circuit station, WNTV, in Greenville with WITV in Charleston signing on a few months later. ETV course offerings continued to expand. Public school ETV enrollment — 47,200.
8. *1964-65* — With the State in the midst of a dramatic business and industrial expansion, specialized training for personnel in these fields was offered with funding from the Educational Resources Foundation. The closed circuit network continued to expand and funds were appropriated for the third open circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Public school ETC enrollment — 88,700.



9. *1965-66* — Henry J. Cauthen was named Executive Director of the ETV Network. ETV services expanded and diversified, offering elementary school series, programs for the general public, and increased series for continuing professional education with special emphasis on teacher education. The nation's first statewide program for training of law enforcement officers was begun. Public school ETV enrollment — 116,300.
10. *1966-67* — The Columbia open circuit station, WRLK-TV, signed on and was named in honor of the late R. Lynn Kalmbach. Extensive programming for elementary schools was offered for the first time through the three broadcast stations. ETV offerings for the public schools reached a total of 32 courses. Construction was begun on the final two stations of the State's open circuit network. Public school ETV enrollment — 172,900.
11. *1967-68* — WJPM-TV, Florence, signed on September 3 and was named for the Honorable James Pierce Mazingo, III, of Darlington. On September 5, WEBA-TV, Barnwell, signed on and was named for the Honorable Edgar Allen Brown of Barnwell. A demonstration project of multi-channel closed circuit transmission was initiated in 46 secondary schools in Greenville, Florence, and Darlington Counties. Public school ETV enrollment — 194,000.
12. *1968-69* — On the basis of highly successful initial results, two additional channels were added to the Florence and Greenville multi-channel projects. In January, coverage for the Rock Hill area was added through the utilization of a translator. The Southern Educational Communications Association (SCEA), a non-profit organization consisting of nearly half of the ETV stations in the nation (serving states from Maryland to Texas) was organized and headquartered in Columbia. At this time, the national public broadcasting network was established interconnecting all ETV stations in the country and the South Carolina ETV Center became the feeder point for all ETV stations in this southern section of the country. Public school ETV enrollment — 327,420.
13. *1969-70* — Two additional channels and three schools were added to the closed circuit multi-channel network



in the Spartanburg area. The nation's first live domestic satellite transmission was organized in Columbia by the S. C. ETV Commission. This historic program was transmitted by use of satellites for live broadcast in Los Angeles, California. Public school ETV enrollment — 472,362.

14. *1970-71* — The University of South Carolina in cooperation with the ETV Commission began a program of graduate study for South Carolina businessmen who wish to work toward an advanced degree in Business Administration. Classes are transmitted "live" over the ETV Network to thirteen receiving classrooms throughout South Carolina. Each receiving classroom has "talk-back" facilities so that all students have direct audio contact with the professor and/or other students. Students who qualify for admission to the program can complete all degree requirements in three calendar years while continuing regular employment. Similar talk-back programs are being conducted for teachers and nurses and other programs will begin with various agencies and educational institutions. Color mobile facilities were placed in operation permitting the production of programs in every community in the State. Public school ETV enrollment — 476,186.
15. *1971-72* — System expansion was accomplished through the wiring of 1042 classrooms in elementary schools to receive the broadcast stations and through the extended use of portable video tape recording equipment throughout the State. The system's impact on the national educational broadcasting scene was increased through the production of programs for national broadcast, through the election of President and General Manager Henry Cauthen to the Board of Directors of the Public Broadcasting Service, through Network participation in the planning of an Adult Learning Program Service, and through additional national and regional programming awards. A color studio facility was put into operation and local instructional programs were first produced in color. The Network was again studied intensively; it was again unanimously praised by its appraisers. The Governor's Management Review Study Commission not only

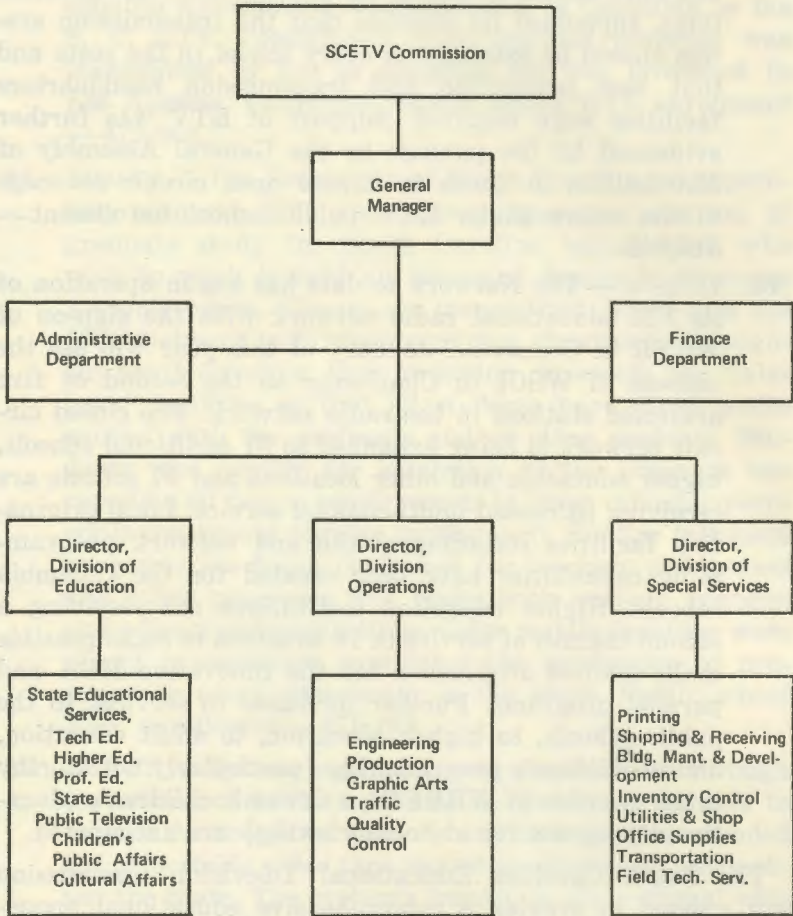
proclaimed that the Network was "accomplishing its mission" but also, among other favorable recommendations, supported its position that the transmission system should be extended to every school in the state and that new production and transmission headquarters facilities were required. Support of ETV was further evidenced by the passage by the General Assembly of \$3.6 million in bonds to extend open circuit coverage to the entire State. ETV public school enrollment—515,949.

16. *1972-73* — The Network to date has begun operation of its FM educational radio network with the sign-on of WEPR in Greenville. January of this year will see the sign-on of WSCI in Charleston as the second of five projected stations in the radio network. The closed circuit network is being expanded to 31 additional schools, higher education and other locations and 97 schools are receiving increased multi-channel service. Local origination facilities including studio and network programming capabilities have been created for the Columbia schools. Higher education institutions are receiving a second channel of service in 16 locations to make possible multi-channel origination for the innovative MBA and parallel programs. Further increases in services to the public schools, to higher education, to adult education, and to children's programming (particularly noteworthy is the creation of WHEEE!, a dynamic children's educational program for at home viewing) are anticipated.

The South Carolina Educational Television Commission was created to provide a comprehensive educational opportunity for all of the citizens of the State. From its inception, the educational television system has been committed to the ambitious task of uplifting, broadening, and diversifying the educational opportunities for all South Carolinians, no matter their age, educational level, or location. The Commission and its Network have received acclaim from around the world for its carefully designed, comprehensive transmission system and for its innovative programming and award-winning production accomplishments.

The Commission's statutory authority is contained in Section 21-60 of the Code of Laws of the State.

## ORGANIZATIONAL STRUCTURE



## ADMINISTRATION AND FINANCE

The major function of the Administration section is to assist the General Manager in the coordination of all Divisions and Departments by providing necessary planning, personnel, public information, publications, and other services. The major function of the Finance section is to assist the General Manager in the financial management of the agency including budget formulation and execution, maintenance of all accounting records, cost reduction and cost control, preparation and distribution of payroll, and approval of expenditure of funds.



## **DIVISION OF EDUCATION**

The Division of Education is responsible for programming development, content, and scheduling. In addition to serving the public school educational system of the State, ETV assists in many projects with higher education, including Medical University and Technical Education as well as continuing and adult education. Likewise, we help to meet the educational needs of over 42 State agencies by advising, producing and distributing instructional materials over the Network or in various technological formats. Another major function of ETV is to serve local community needs by offering a variety of public programming in the areas of the performing arts including projects in classical drama and literature, as well as various types of musical broadcasts, children's programming, and public affairs programs.

## **DIVISION OF OPERATIONS**

There are three major functions of the Division of Operations. The first is to combine the technical and artistic elements of the television medium to produce television programs for classroom instruction, instructional and informational use of the State agencies, professional and other adult upgrading, cultural programs for the general public, and cultural and instructional programs for national distribution. The second major function is to combine the technical elements involved in transmission of television programs by open and closed circuit to deliver programs to schools and the citizens of the State. This function includes operation of the eventual 11 broadcast transmitters at various locations throughout the State. The third major function of the Division of Operations is to provide for appropriate scheduling functions of all of the transmission resources of the ETV Commission and to supervise quality control functions in both the transmission and production areas. In carrying out these functions, the operation and maintenance of a large amount of technical equipment including video tape machines, color cameras, and broadcast transmitters is required.

## **DIVISION OF SPECIAL SERVICES**

The major functions of the Division of Special Services are to provide assistance to schools, institutions and other

facilities with the design, purchase, installation, maintenance and replacement of appropriate types of receiving systems necessary for reliable quality reception of ETV programs; to provide the essential mechanical and supplemental services necessary to the effective performance of the staff; to manufacture the printed and other supplementary materials; and to provide the efforts necessary to coordinate the use of ETV resources in the schools. Specific areas of responsibility include: printing, shipping and receiving, building and grounds maintenance and development, inventory control, utilities, shop, office supplies and equipment, security, transportation and telephone communications.

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## **THE NETWORK, SOUTH CAROLINA'S EDUCATIONAL COMMUNICATIONS SYSTEM**

### **THE CLOSED CIRCUIT NETWORK**

To cover our entire State, South Carolina ETV's closed circuit network utilizes approximately 3,500 channel-miles of telephone company facilities to transmit programs from the ETV Center in Columbia exclusively to the 291 schools, hospitals, police departments, and other institutions connected to the cable.

This coaxial cable, which reaches every county in the State, has the potential of telecasting six different programs simultaneously and can be in operation twenty-four hours a day.



Since secondary schools have a curriculum of from 35-50 courses with a variety of class schedules, their need for a flexible ETV schedule is obvious. Multi-channel transmission provides that flexibility.

During school hours, ETV has reserved its closed-circuit, multi-channel system for transmitting in-school series for these secondary schools. With all six channels in operation and 84 program feeds per day, ETV can offer a number of repeats and wide selection of courses.

The availability of a televised resource at a time when it can be used by the classroom teacher is of utmost importance. Multi-channel telecasting capability offers school officials the opportunity to build a schedule to more closely meet the student's needs.

Multi-channel means that more than one signal can be carried simultaneously in the same cable. All TV sets connected to the closed circuit can receive any of the programs that are being transmitted at any given time — by simply turning the channel selector.

With the variety of courses that are offered, students in different classes and on different grade levels can study through ETV simultaneously. The flexibility, which multi-channel provides, is also essential in offering repeats of each course.

In the South Carolina system, closed circuit is programmed only for the secondary schools and adult education in such areas as business, teacher in-service, medicine, law enforcement, or master's degree study. As can be seen, multi-channel is essential even during the evening hours because of the large amounts of channel time taken up by some of these efforts. Medical education alone could easily take a full-time exclusive channel and post-graduate degree courses require so much channel time that more than one channel is essential now that different degree programs are offered.

Demonstration Projects. Test projects in Greenville, Florence, and Darlington Counties proved conclusively that multi-channel transmission is essential for effective utilization of ETV by secondary schools. When service in these areas was expanded to four channels, enrollment increased rapidly as can be seen below.



	SINGLE CHANNEL 1966-67	MULTI- CHANNEL 1967-68
ENROLLMENT IN FLORENCE/ DARLINGTON COUNTIES	1,335	12,180
ENROLLMENT IN GREENVILLE COUNTY	1,237	22,123
TOTAL ENROLLMENT	2,572	34,303
NUMBER OF TEACHERS USING ETV	85	586
AVERAGE NUMBER OF WEEKLY PROGRAMS	70	300

In view of evidence of actual enrollment — which represents the real-world reactions of teachers and students and administrators — multi-channel is obviously essential for complete and effective utilization of televised resources.

The closed circuit system also enables ETV to broadcast programs to special interest groups and to engage in specialized education programs at times other than during school hours. The highly successful law enforcement officers training program is but one example. Perhaps more significant for the future is the innovative use of telephone talk-back, (tied with live closed circuit transmission) for a variety of programs typified by the Masters Degree in Business Administration series.

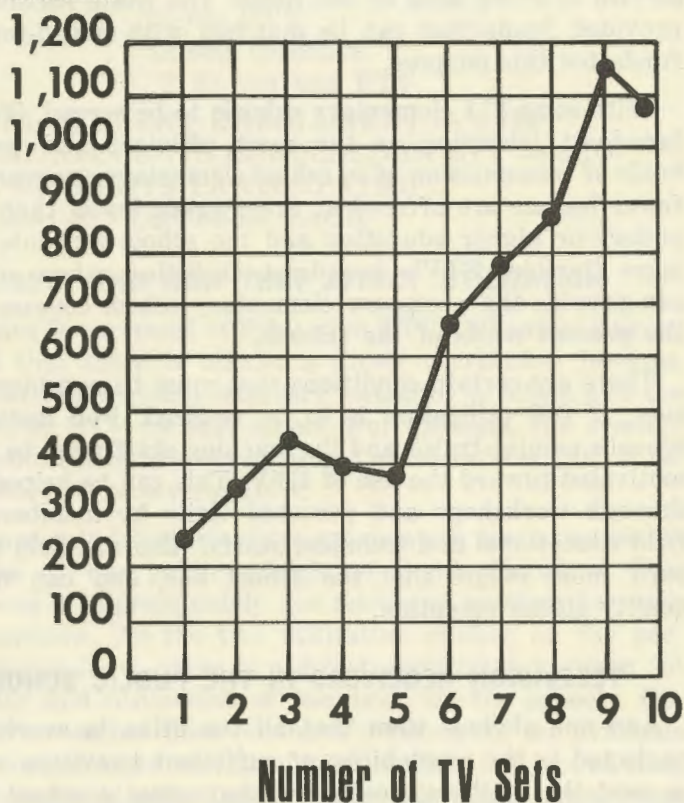
In South Carolina, for the first time anywhere, a Masters Degree in Business Administration can be acquired through television. A graduate credit program is also offered in engineering. In these cooperative efforts, the University of South Carolina, the State Technical Education Centers, and ETV are taking the classroom to businessmen and other working professionals who need to continue their education. Similar programs are underway for teachers, guidance counselors, nurses, and others.

The Exhibit below contains a listing of institutions connected to the closed circuit network:

Schools	214
Colleges & Universities	17
Hospitals	15
TEC Centers	17
Police Departments	5
Other Institutions	23
Total	<u>291</u>

The map on the following page shows the existing closed circuit network.

### ETV Enrollment



## THE BROADCAST NETWORK

South Carolina's Open Circuit Broadcast Network now consists of five broadcast stations (WRLK-TV, Channel 35, Columbia; WNTV, Channel 29, Greenville; WITV, Channel 7, Charleston; WEBA-TV, Channel 14, Allendale-Barnwell; and WJPM-TV, Channel 33, Florence) and one translator (Channel 55, Rock Hill).

Although ETV's five broadcast stations and one translator are limited to telecasting one program at a time (as compared with six on the closed circuit system) the presentation can be viewed at any location within the coverage area — just as with commercial stations. Plans are now underway for converting the translator to a full station and for constructing five additional stations. This will provide excellent broadcast service to every area of the State. The State legislature has provided funds that can be matched with hoped-for federal funds for this purpose.

With some 811 elementary schools to be served, ETV chose broadcast television as the most efficient and economical mode of transmission of in-school elementary programs. Since fewer lessons are offered at these grade levels than for secondary or higher education and the school schedule itself is more flexible, ETV's broadcast facilities, when completed, can provide the necessary elementary school courses to meet the present needs of the schools.

There are certain conditions that must be considered, however, if full utilization is to be realized. For instance, the school's administrator and the teaching staff must be properly motivated toward the use of ETV. This can be helped greatly through workshops and personal visits by members of the field educational and technical staffs. Also the field technical staff must insure that the school has, and can maintain, quality signal reception.

## TELEVISION RECEIVERS IN THE PUBLIC SCHOOLS

And one obvious item that all too often is overlooked or neglected is the availability of sufficient television receivers to meet the teachers' needs. In many cases a school with 20 to 30 teachers will have only one or two receivers. They will



none the less report they have television service, but when utilization figures are turned in they are necessarily low.

The two studies that follow make clear the dramatic relationship between set availability and the utilization of broadcast ETV service.

### **ETV UTILIZATION DEPENDS ON TV SET AVAILABILITY**

A demonstration project in Fairfield County indicates that ETV utilization increases dramatically when television sets are available in every classroom. The results of a survey conducted October 8-14, 1968, by personal interview with each teacher in ten elementary schools is as follows:

#### **TEACHERS WITH TV SETS IN CLASSROOM — 111**

96 use ETV

13 sets defective

2 do not use ETV

**TOTAL STUDENT ENROLLMENT — 3,444**

**TOTAL STUDENTS ENROLLED IN ETV — 3,165**

**92% STUDENTS PARTICIPATED**

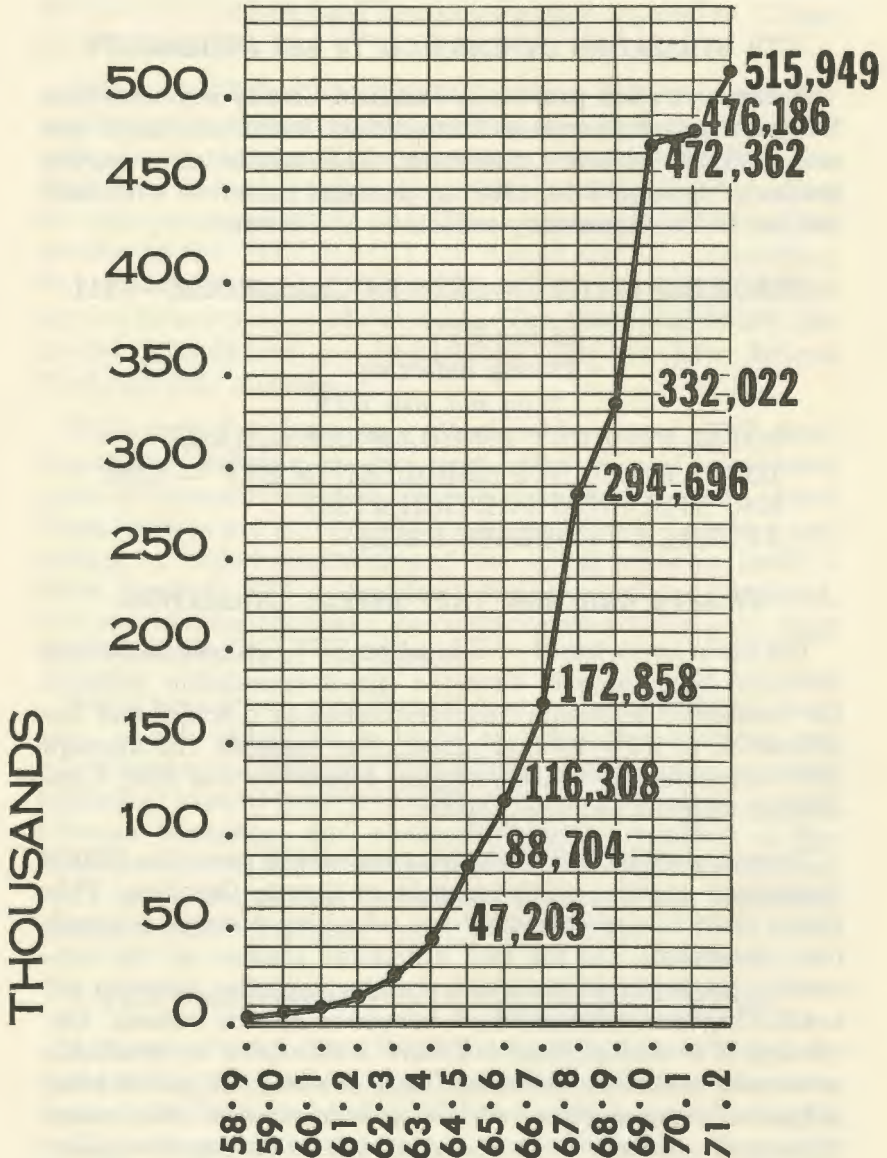
**AVERAGE 3 COURSES EACH**

### **TV SETS AND HOW THEY AFFECT UTILIZATION**

The State Department of Education ETV Utilization Survey indicated that there is almost a direct correlation between the number of television receivers owned by a school and the utilization of ETV by that school. For example, the average ETV enrollment of schools owning 1 receiver was 246; 6 receivers, 644; 10 receivers, 1070.

There are only 7,208 television receivers to serve the 28,000 classrooms in the public schools of South Carolina. This means there is approximately one television receiver for each four classrooms. As the two utilization studies on the preceding pages show, there is a direct correlation between set availability and utilization of television by the schools. Obviously, if a teacher does not have a television set available to her, she cannot use television. Less obvious, but just as true, is the detrimental effect of having to move sets from room to room or students to rooms where television can be viewed.

# ETV ENROLLMENT GRADES 1-12



In these situations many teachers find it simply too inconvenient or disruptive to use television regularly, and in many cases they end up not using it at all. We found set availability one of the *most important* elements effecting the use of television.

In an effort to overcome this road block, the ETV Network four years ago secured an annual appropriation of \$125,000 to be used, on a matching basis with schools, for the purchase of television receivers. At that time there were only 3,500 receivers in the schools or one for each eight classroom compared to the present 7,200 or one for each four classrooms. On a cost effectiveness basis this \$500,000 represents one of the most effective use of funds we have made in terms of direct effect on utilization.

Broadcast television offers unlimited opportunities for providing services to the general public. Interested citizens can stay at home or gather in groups for training or in-service programs for business, industrial, or professional personnel; teachers can meet in-service requirements; and the home viewer can receive interesting and informative cultural and public affairs programming.

Just as with closed circuit, however, one channel service is not enough to meet even present demands for service. Our future plans will provide two channels of service for some areas of the state.

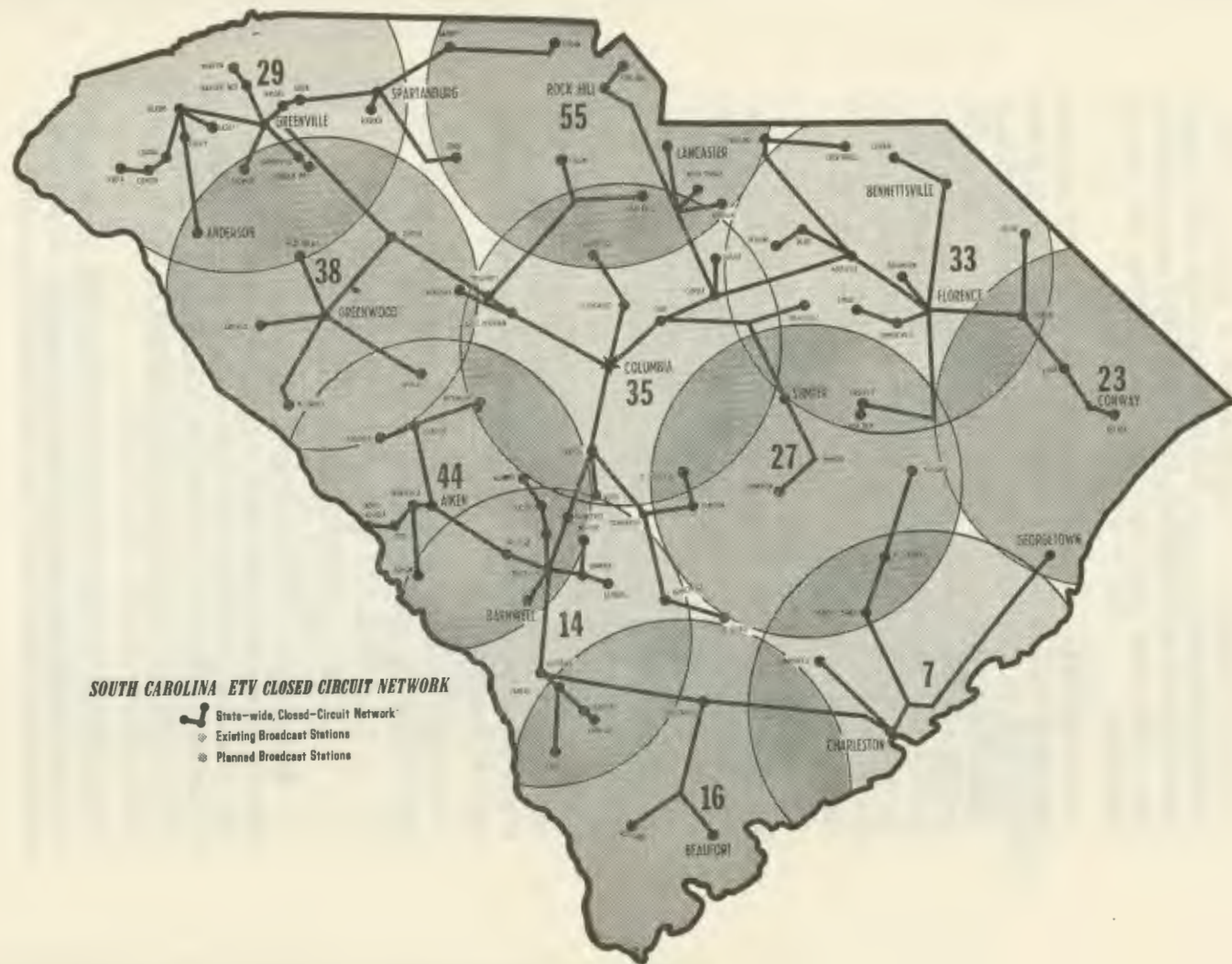
The map on the following page shows the existing broadcast network and the planned expansion.

### EDUCATIONAL RADIO

In September of 1972 the Network put the first of a planned statewide network of FM radio stations on the air in Greenville. The second station is now under construction in Charleston and is scheduled to go on the air in early 1973. HEW and FCC applications have been made for a third station to serve central South Carolina from Sumter.

Even though we have statewide broadcast and multi-channel, closed circuit television systems, the capability of our communications system cannot meet the rapidly expanding re-





quests for needed service coming from groups throughout the State.

Educational radio gives us another method of providing communication service. Whatever limitations radio has as a communications device can be compensated for by thoughtful selection of services and uses. These limitations are also balanced by the ease and flexibility as well as the low cost of radio production.

Some courses, such as music and literature, are ideally suited for radio. Also, the use of the sub-channel to provide programming is a unique service that can be provided only through radio.

Every effort has been made in the planning of the South Carolina Educational Radio Network to avoid obsolescence.

In the case of each station, certain fundamental facilities have been deemed essential. Specifically, all will be maximum power of 100 kw with the best tower site and tallest tower feasible. Also, each will have stereo facilities as well as two sub-channel transmission capability. This allows the multi-channel approach to be carried over from television as the radio system develops.

The Greenville station meets all the criteria above.

Main channel programming is set up for in-school programming during the morning and afternoon hours of the school week. Evening activity follows a philosophy of bringing informational, cultural, and background news materials to the general public. The nature of this service is that it does not duplicate existing commercial AM/FM patterns.

Initial response has been uniformly favorable with the general run of comment to the effect that the network is offering intelligent and articulate material to South Carolina.

## **EDUCATION FOR THE BLIND THROUGH RADIO**

SCA or sub-channel programming on one channel has been given over entirely to educational programs for the blind and otherwise physically handicapped. Twelve and one-half hours of such material is broadcast each day concurrent with a like amount of main channel programming. Self-help series material including programs on money management, personal



hygiene, and operation of appliances is in the SCA schedule. A healthy amount of local news from each community with a station is also included. The premise here is that a blind person can go to work and be as well or better informed as the person with the ability to see.

With this reality in Greenville, the second station for Charleston, South Carolina, is scheduled to begin transmission during the early spring of 1973. It will follow the same precepts as enumerated above. State programming of an educational nature during the morning and early week day afternoons will follow similar patterns to the station in Greenville. In each case, coordination for matching radio material with classroom activity is being effected through the State Department of Education.

## UTILIZATION AND SERVICES PROVIDED

There can no longer be any serious doubt that educational television can be a powerful and positive instrument for the upgrading of education at all levels. Massive documentation attests to this. At this particular time in the development of education in South Carolina, educational television can play a more important role than ever before. And, it is by any measure one of the best buys in education, costing less than 1½ % of the State's education budget.

Subject matter is changing rapidly and becoming more complex, and a sense of unrest is growing within all of education. Educational television is capable of providing vast resources to teachers throughout the State and of helping them immeasurably in their efforts to provide uniformly excellent educational opportunities to all their students. ETV can undergird education at all levels and insure the availability of a uniform standard of teaching and learning resources, something that cannot be guaranteed in any other way.

There is no question that the ETV Commission has been highly successful in meeting its responsibilities which have included:

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools



of the State, be they elementary, secondary, institutions of higher learning or technical training facilities.

2. A second responsibility is to provide comprehensive opportunities for the teachers of the State to continue their professional education.
3. An additional responsibility lies in the area of providing continuing professional education for South Carolina citizens through the production and transmission of post-graduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institution training, food service and any others as the need arises or is recognized.
4. A responsibility closely tied to the economic progress of the State is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all State agencies by providing ETV courses for higher education students, informational programming for the public, training for agency personnel, and inter-agency communications.
6. A final responsibility inherent in any institution of education be it school, college, museum, or television station is to provide general information reflecting knowledge of and interest in our world.

**ITV ACTIVITIES AND ACCOMPLISHMENTS.** Charged by the State Legislature with the responsibility for providing a comprehensive educational opportunity through television for the people of South Carolina, the Network's initial thrust was instructional broadcasting and led to its identification as a worldwide leader in ITV.

In its endeavor to supply quality instruction to all of the children in the State, the Network, working through the Office of ITV of the Department of Education, has amassed a complete selection of resources for pre-school through twelfth grade. The 64 series for public schools cover the fields of math, science, language arts, foreign languages, art, music, and social studies, as well as special supplemental courses such as driver education, health, and sewing. (See the following listing)

### ETV IN-SCHOOL COURSES EXPAND TO MEET NEEDS OF PUBLIC SCHOOLS

As the requests increase each year, the need and demand for programming efforts to serve the public schools are clearly apparent. Sixty-four courses are currently scheduled on ETV for the 1972-73 school year.

MATHEMATICS	12 Courses	892 Lessons
SCIENCE	9 Courses	429 Lessons
FOREIGN LANGUAGES	2 Courses	60 Lessons
SOCIAL STUDIES	12 Courses	433 Lessons
ART	4 Courses	109 Lessons
MUSIC	6 Courses	325 Lessons
LANGUAGE ARTS	11 Courses	460 Lessons

#### OTHERS

MEDICAL SELF-HELP		15 Lessons
DRIVER EDUCATION		30 Lessons
SEWING		6 Lessons
AGRICULTURE		36 Lessons
PHYSICAL EDUCATION		30 Lessons
CAREERS		15 Lessons
<b>TOTAL</b>	<b>64 Courses</b>	<b>2840 Lessons</b>

Utilization of these series has grown consistently. As an initial one-school operation, 300 students were enrolled in classes using tele-lessons. With its present facilities of five broadcast stations, one translator and a closed circuit network reaching every county in the State, the Network has an ITV enrollment of over 510,000. (See the following chart)

**CUT TO COME**

### TEACHER IN-SERVICE EDUCATION

A major facet of our continuing effort involves providing a broad spectrum of in-service education opportunities for teachers in their own schools and homes; many of these are available for college and certification credit. The results of an independently conducted teacher attitude survey show conclusively that South Carolina teachers have a very positive attitude toward using ETV. This attitude is reflected in the increasing number of teachers who have availed themselves of the opportunity to improve their teaching skills



through these in-service courses. Since 1967 almost 8996 have taken advantage of this program and 5242 have taken credit courses developed by the State Department of Education through ETV.

In-service courses currently scheduled include:

LET: The Learner, His Environment and The Teacher	30 Lessons
Drug Education	14 Lessons
Art Spectrum	12 Lessons
Time for Sounds	8 Lessons
Introduction to Mathematics I	17 Lessons
Introduction to Mathematics II	11 Lessons
Modern Algebra for Teachers	20 Lessons
Efficient Reading	12 Lessons
Special Individual Programs	75 Lessons

Courses for credit include:

Competitive Political Economic Systems	30 Lessons
Mathematics for the Elementary Teacher	36 Lessons
Teaching of Reading	33 Lessons

Courses in planning and production include:

Earth Science	30 Lessons
Early Childhood	30 Lessons
English for Elementary Teachers	30 Lessons
<b>TOTAL</b>	<b>14 Courses 388 Lessons</b>

## HIGHER EDUCATION

Our first effort in graduate education for credit began with a full Masters Degree in Business Administration being offered through ETV. The College of Business Administration at the University of South Carolina developed the program. All classes are transmitted live to 15 locations throughout the State—mostly University Regional Campuses or Technical Education Centers. Each receiving classroom has talk-back facilities so that all students may have direct contact with the professor to consider questions as they come up.

This MBA Program has proven to be very valuable to businesses and industries throughout the State who want

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their top management personnel to get graduate education but are unable or unwilling for them to leave their jobs for the several years necessary for this purpose.

University President Thomas F. Jones, in announcing the program, said, "We believe it will mean a new era in higher education. It represents the determination of the University to move beyond its walls and get its services out to the people of South Carolina. This program is only a beginning and it could lead to graduate education in other fields particularly engineering and education."

Both of these predictions have been realized along with the development of courses in several other areas.

The entire higher education area is becoming very active at this time. All of the institutions appeared to discover at virtually the same time the opportunities ETV offered for service to them as well as service by them to the State.

#### **ADULT AND CONTINUING PROFESSIONAL EDUCATION**

ETV offerings include series for doctors, dentists, nurses, pharmacists, paramedical personnel, lawyers, law enforcement officers, business and industrial personnel, food handlers, bankers, prison guards, and many other groups. Several hundred thousand adults have been involved in organized classes using these basic and continuing professional education series. Many of these programs have drawn interest from throughout the world. South Carolina was the *first* state to develop statewide ETV training programs for most of these groups.

**MEDICAL EDUCATION.** The South Carolina ETV Network, since 1961, has developed monthly programs for physicians and other health professionals. Presently, three programs are produced monthly as a joint effort between the Medical University of South Carolina and ETV. Physicians, dentists, pharmacists, nurses, and allied health personnel profit from these monthly programs. Each month a newsletter entitled *Health Sciences ETV* is sent to over 3,500 medical personnel in the State. This newsletter is designed to keep all medical people apprised of ETV medical offerings which they can view throughout the State each first, second and third Thursday of the month.

**NURSES TRAINING.** During January, 1971, the South Carolina Hospital Association and ETV jointly offered statewide training for "Inactive Nurses". The goal was to prepare some 2,000 nurses to re-enter the nursing profession and to upgrade some that are presently employed. This educational television training was received in 15 of the major hospitals and all 13 Technical Education Centers.

**OTHER MEDICAL PERSONNEL.** During the Spring, 1971, continuing education programs were developed for X-ray technologists and dietitians. Our reserach indicated a need for producing programs in the area of nuclear medicine and diagnostic radiology, X-ray technicians' training, management-labor relations, dietetic foods for drug users, and diet therapy for dietitians. Programs are available to personnel in South Carolina's 109 major hospitals.

During the Summer, 1971, ETV turned its attention to developing programs for service to occupational therapists.

ETV has proposed to the American Medical Association that it consider developing bi-monthly programs based on the latest information found in the medical journals. This medical abstract type of programming would keep all of the medical personnel apprised of the latest techniques, research information, new treatments, drugs, and equipment needed for his profession. This type of programming could also become a part of the full-time medical curriculum programs at the Medical University in Charleston and Allied Health Training in Technical Education Centers.

ETV is presently developing pilot programs in Paramedical Training for Technical Education. Most instruction in paramedical areas must be taught in small groups or one-to-one teaching. In order to be more effective and to reach more people in less time, it is becoming necessary that the paramedical professionals turn to instructional technology to help them impart knowledge. The first "pilot" program for this profession was developed at Greenville Technical Education Center. This program on *Denture Construction* will lead the way for total course development for training dental laboratory technicians. The Greenville Technical Education Center has developed an advisory committee to identify the areas in paramedical training that can best be taught



by television. Some of the areas that have been identified are:

- Dental Laboratory Training
- Dental Assistants Training
- Dental Hygiene Training
- X-Ray Technician Training
- Inhalation Therapy Training
- Certified Laboratory Training
- All related subjects as Biology, Chemistry, Physics, etc.

During the fall of 1969, S. C. ETV set out to determine how well the medical profession was profiting from the monthly medical programming and to identify subject matter for future programming. Answers were received from 565 of the 3,146 queried and a number of areas of interest were identified for future ETV program development.

These topical areas are being used to guide us in the development of our regular monthly program for broadcast to the medical profession.

Our research for ways that ETV can serve the broad spectrum of medical professionals in South Carolina has now been extended into the hospitals through work with the South Carolina Hospital Association and the American Medical Association.

*EDUCATIONAL RESOURCES FOUNDATION.* One of ETV's responsibilities, as outlined in its legislative charter, is to serve South Carolina business and industry. This responsibility is met largely by providing training resources which are used extensively by our industry in meeting their training needs.

The Educational Resources Foundation is a nonprofit organization attached to ETV's industrial training department. This Foundation is the vehicle that we use in providing training resources for business and industry. State Government funding is not available for producing these training resources; therefore, the Foundation charges minimal sale and rental fees for its products. It is this revenue that is used to produce additional resources. The Foundation utilizes the production capability of the ETV Network but pays for all services and materials received.



By maintaining a close working relationship with business and industry and by guidance from its Board of Directors, ERF maintains a flexible posture in order to help meet current needs.

Our training services and resources can be categorized generally in the following areas: supervisory and management training, operator (job skills) training, special services (projects for an individual organization, not marketable to other organizations), live seminars and workshops, and instructor training activities.

ERF has been an important positive factor in the industrial development of our State. Our human resources are our most valuable asset; however, as in any developing area, training is the function that transforms raw human resources into good productive employees. Training will continue to be a top priority function as our State continues to progress. We know that ERF's role in providing resources for industrial training will continue to grow. The continued development of the minority portion of our work force is one specific area of need that ERF recognizes as important. In the last five years about 105,000 individuals have received training from our resources.

*AGRICULTURE INFORMATION AND EDUCATION.* We have not overlooked the needs of our farmers. Agricultural methods have changed and are continuing to change rapidly. If farmers are to survive, much less prosper, they must be kept up-to-date on all advances in agricultural techniques. Working with Clemson University, we are offering many programs to meet their needs. One example is our regular weekly series—*AGRICULTURAL PANORAMA*.

Special programs have been prepared to meet specific needs such as the introduction of a new variety of cotton developed to improve the State's cotton crop.

A series of eight programs on swine production is now being offered with the assistance of Clemson's Agricultural Extension Service. More than 300 South Carolina farmers are attending these evening classes that are offered in public school buildings in 31 locations throughout the State. County agents serve as discussion leaders. As with the other

courses, complete student study manuals are provided for use during the course and for future reference.

***LAW ENFORCEMENT OFFICERS.*** South Carolina Law Enforcement Division (SLED) and the South Carolina Educational Television Network cooperatively developed the nation's first statewide training program for law enforcement in the State. This highly successful continuing series has been regularly attended by 90% of all law enforcement officers in the State. The late FBI Director, J. Edgar Hoover, commended South Carolina for this program and the National Association of Police Chiefs presented the series its Police Science Award for outstanding contribution to law enforcement through science and technology.

Training has also extended to the highway patrol. New concepts of dealing with the very complex problems associated with the operation of correctional institutions are also a part of the training.

In this highly successful and unique ETV training program, officers meet in 50 locations throughout the State to view lessons. A vital part of the training is the discussion period that follows the television lesson. Outstanding officers from each group are selected as discussion leaders. They are trained in effective methods of leading discussion groups. They meet at the ETV Center with Project Director Fleming Mason to view each program and discuss any points that may need clarification.

Guides are also prepared and given to each of the nearly 4,000 officers that view the program each month. These study guides furnish the officers with a permanent reference library. Through this program, South Carolina is developing the best-trained and best-informed officers in the country. An unexpected dividend of the project has been that many of the discussion leaders have developed into articulate spokesmen for the promotion of good law enforcement at the community level.

***OTHER COURSES.*** Since 1962 several hundred thousand adults have taken part in other educational courses through ETV. These include supervisory personnel from business and industry who have received management training courses



through ETV and the Educational Resources Foundation. In addition, a wide variety of other professional groups continue their education through ETV programs which currently include:

Physicians .....	24 Programs
Veterinarians .....	9 Programs
Wildlife Officers .....	15 Programs
Law Enforcement Officers .....	12 Programs
Health Services Personnel .....	46 Programs
Adult Basic Education .....	64 Programs
Adult Electronics Education .....	90 Programs
Department of Public Welfare Personnel	12 Programs
Food Service Personnel .....	9 Programs
Teachers & Parents of Mentally Retarded	11 Programs
Correctional Officers .....	6 Programs
Business & Industrial	
Supervisory Personnel .....	80 Programs
Dentists .....	10 Programs
USC Journalism Department .....	36 Programs
Clemson University	
Agricultural Extension .....	104 Programs
S. C. Highway Department .....	52 Programs
S. C. State Board of Health .....	52 Programs
TOTAL	33 Series 627 Programs

*PUBLIC TELEVISION ACTIVITIES AND ACCOMPLISHMENTS.* While the initial emphasis was on instructional broadcasting, the South Carolina Educational Television Network has also developed a strong and viable system of public broadcasting, identifying and serving the diverse needs of its varied audiences. It has utilized public television in a way that makes the terms "completed" and "education" incongruous. South Carolina ETV believes that no one "completes" his education in a time when new discoveries, new techniques and new insights are affecting the dimension of human experiences, human livelihood and the broadening of human rights.

Aware of the tremendous TV potential for the informal education of children, the South Carolina Network presents daily WHEEL!, which boasts a large, "never-miss-it" audience from around the State. Combined with national pro-



gramming like MISTEROGERS NEIGHBORHOOD, SESAME STREET, and THE ELECTRIC COMPANY, ETV is extremely capable of providing children with at-home education couched in terms of entertainment and fun.

The South Carolina Network provides the means for increased cultural opportunities for all citizens of the State. South Carolina lacks many of the cultural advantages of other parts of the Nation, particularly because it does not have heavy concentrations of population which support the cultural activities of large cities. Yet, the State has many inherent advantages including an excellent and lengthy tradition of artistic achievement and accomplishment, and it has become the permanent home of many artists native to other parts of the country. The State needs to exploit and broaden its advantages and to import successful achievements of other states in areas where it lacks local excellence. ETV is the natural way to do so.

The South Carolina Network has a natural advantage in its transmission system for becoming a primary source of information about affairs of the State to all the people in the State. Programs like NINE30 NEWSROOM, LEGISLATIVE PROFILE, BLACK FOCUS, PALMETTO REPORT, UNIVERSITY FORUM, HIGH TIME FOR QUESTIONS, COLLEGE NEWS CONFERENCE, and the Emmy Award winning JOB MAN CARAVAN help South Carolinians learn about each other as well as the people, places, and happenings in their State.

One of the most vital programs which South Carolina ETV has ever originated—and one which has brought us widespread national recognition—has been JOB MAN CARAVAN, a program produced for and by the black community in the State. The host and producer for this weekly series was a popular black radio personality on a local station before beginning the series. Now he is one of the most popular and well-known television personalities in the State.

Results of an independent audience survey show that the JOB MAN CARAVAN series reaches 70% of the black viewing audience in South Carolina and 18% of all white viewers. Scheduled in prime time, the CARAVAN not only provides information on available jobs from across the State

each Tuesday and Thursday night, but also brings the show *to the people* when it travels to different locations in the State. It is these remote shows which give people the chance to talk directly with representatives from the local employment offices, from the technical schools, and from skill training projects. Of the applicants who said they were motivated by the JOB MAN CARAVAN, 67% were registering with the employment service for the first time. After screening, 36% were referred by the Employment Security Commission to jobs or training. Also included in each program is a job profile such as for a practical nurse or a telephone operator. The qualifications and the type of training needed for the job are provided, followed by the invitation to write the CARAVAN for more information. Over 4500 letters were received from more than 200 South Carolina cities in a period of less than 18 months.

The CARAVAN actively recruits people via its "remote" and studio shows for the Employment Security Commission, the Concentrated Employment Program, the Youth Opportunity Center and the Job Corps. Emphasis is placed on vocational educational and technical training and the CARAVAN staff personally answers each letter and refers applicants to the TEC centers throughout the State and the Manpower Development Training Centers.

Thus, by combining the very best of local public television supplemented by regional programs from the Southern Educational Communications Association, still further supplemented by the national Corporation For Public Broadcasting, the South Carolina ETV Network utilizes every available minute of channel time to provide services to all of the citizens of the State, including programming which is enlightening and informative for home viewing and programs which permit children to learn in a fun way at home as well as in school.

**AWARDS.** The Network has maintained an emphasis on quality in its local productions and has been recognized for these efforts with four Ohio State Awards, an Atlanta International Film Festival award, and the Alfred P. Sloan Radio-TV Award, the Golden Brotherhood Award of the National Conference of Christians and Jews, in addition to two Emmys.



**SUMMARY.** Educational television in South Carolina must provide service for many specialized "audiences," each of which has particular needs, particular solutions which television can best provide. The following statistical information reflects the programming schedule for November, 1968 showing the portions of ETV effort spent on each type of programming:

#### I. INSTRUCTIONAL

	Produced	Acquired	Total
A. In-School _____	54.3	17.3	71.6
B. Teacher In-Service	2.5	1.2	3.7
	<hr/> 56.8	<hr/> 18.5	<hr/> 75.3

#### II. CONTINUING EDUCATION

A. Professional Ed. ____	1.3		1.3
B. State Agencies, Bus. and Ind. _____	4.6		4.6
	<hr/> 5.9		<hr/> 5.9

III. CHILDREN'S _____	2.3	3.3	5.6
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IV. GENERAL EDUCATION	3.9	3.3	7.2
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V. COMMUNITY SERVICES	.8	4.8	5.6
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TOTAL _____	69.7	29.9	99.6
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### EXPENDITURES BY MAJOR CLASSIFICATIONS 1971-1972

The following budget statistics reflect how—in conjunction with the Agency's budget and organizational structure—expenditures were made to accomplish the goals reported in this report and particularly are appropriate in light of the aforementioned program accomplishments of the Agency and of the services provided to the State's citizens.

#### ADMINISTRATION & FINANCE

01 Personal Service _____	\$ 153,422
02 Contractual Service _____	22,509
04 Fixed Charges _____	44,919

#### EDUCATION DIVISION

01 Personal Service _____	118,660
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02 Contractual Service .....	55,589
03 Supplies .....	2,499

#### *SPECIAL SERVICES DIVISION*

01 Personal Service .....	140,523
02 Contractual Service .....	112,971
03 Supplies .....	113,599
04 Fixed Charges .....	108,992
06 Equipment .....	69,505

#### *OPERATIONS DIVISION*

01 Personal Service .....	808,007
02 Contractual Service .....	1,545,744
03 Supplies .....	180,907
04 Fixed Charges .....	24,962
06 Equipment .....	299,009

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\$3,801,953

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## **EVALUATIONS OF ETV AND PUBLICATIONS OF ETV**

### **EVALUATIONS OF S. C. ETV EFFORTS**

**EDUCATORS LAUD SOUTH CAROLINA ETV.** Many education leaders have commended the South Carolina ETV system including Dr. Sterling McMurrin, then U. S. Commissioner of Education and presently directing the U. S. Government study of Instructional Television, "South Carolina has a very genuine lead over the nation in educational television"; Dr. Alvin E. Eurich, then Director of the Fund for the Advancement of Education, "South Carolina has the basis and blueprint for what educational television needs to bring about a healthy revolution in the American education system"; Dr. William L. Bowden of the Southern Regional Educational Board, "You have overwhelmed me. A miracle has been performed in South Carolina. My whole concept of the use of television will have to be substantially changed."

**STUDIES COMMEND SOUTH CAROLINA ACHIEVEMENT.** Virtually every study involving South Carolina ETV has come out with very positive reports and recommendations. The *Carnegie Commission Study* of ETV stated, "It is clear that there resides in television the power to make

massive contributions to formal education." The report pointed to South Carolina as the outstanding example of a statewide system.

The Cresap, McCormick & Padgett Report recommended, "The State should seek a major expansion in the use of television facilities for instruction and teacher in-service training."

The *Joint Legislative Study Committee's Report* stated, "The progress of South Carolina Educational Television during the past year is a worthy source of satisfaction to the people of the State. The evidence of cooperation between ETV and related agencies is firming the foundation for more complete and effective use of this relatively new medium. The Television Commission and leadership responsible for its development are to be congratulated for continued persistence and flexibility in seeking to make this medium an effective tool for improvement of the state."

The *Moody Report* recommended, "Greatly expanded school use of educational television, one of South Carolina's great resources." The report put special emphasis on the use of ETV in the preschool and kindergarten programs.

A recent *South Carolina Education Association Survey* entitled "Profile of the South Carolina Public School Teacher" gave a high rating to ETV revealing:

- . . . 82% of South Carolina teachers feel ETV is a good to excellent in-service educational medium.
- . . . 79% of South Carolina teachers feel ETV is a good to excellent instructional medium for the teaching of math and science.
- . . . 69% of South Carolina teachers feel ETV is a good to excellent medium for the teaching of social studies and literature.
- . . . 90% of South Carolina teachers feel ETV is a good to excellent educational and cultural medium for the public.

The *Teacher Attitude Survey*, conducted by Dr. Lark O. Daniel, PhD, San Diego State College, backed up the SCEA Survey stating, "The elementary and the secondary teachers of South Carolina have a very positive attitude toward televised instruction, hold the procedures and products of



the South Carolina ETV Center in high regard, and consider instructional television to be an integral and important aspect of the education of the children in this state. From such a solid base as this, it is to be expected that educational television will serve an increasingly important role in the educational institutions of the State of South Carolina."

The *Medical College of South Carolina Survey* reported, "South Carolina physicians overwhelmingly endorse the medical training program now in its eighth year on ETV. Eighty percent of doctors responding to a Medical College of South Carolina survey indicate they have seen more than half of the programs offered and consider them to be very worthwhile.

The *Law Enforcement Survey* states: "The ETV program has been successful, in relation to the law enforcement officers of South Carolina, in a number of ways. First, using televised instruction as the teaching medium, it has achieved its primary mission of increasing the competency of the law enforcement officers. Both their knowledge and their skills may be expected to have been improved as a result of participating in the program. Second, the attitude of the average officer toward the job of law enforcement has become more positive as a by-product of the ETV programs. It is reasonable to expect that with increased knowledge comes a greater sense of professionalism. There are many other positive results of the ETV training project which you will find discussed in the Report."

The *ETV Evening Audience Survey* of several years ago reported that at that time, "Fifty percent of Columbia households watch ETV." This survey conducted by the University of South Carolina Journalism and Communications Research Center also indicated that family members in more than 16% of capital city homes have taken ETV courses. Recent coincidental surveys and samplings for individual programs indicate definitely that this figure has increased dramatically. A reasonable estimate would indicate that 90% of South Carolina households within existing coverage areas view ETV programs.

**OTHER AUDIENCE SURVEYS.** The South Carolina Network is reaching its audience in ever-increasing numbers.



For example, a special statewide survey on the highly successful, award-winning, JOB MAN CARAVAN indicated that 70% (seventy percent) of the target audience watched the series. Another independent coincidental survey of a "special" indicated that 11% (eleven percent) of all television viewers in the Columbia area were watching the South Carolina Network.

**THE GOVERNOR'S MANAGEMENT REVIEW COMMISSION REPORT.** The most intensive recent study of the South Carolina System has been undertaken by the Governor's Management Review Commission. It endorses strongly the work of ETV in the past and expresses extremely positive recommendation for the upgrading, extension, and increased utilization throughout the State. The summary section of this report is based in large part on their recommendations for the expansion of ETV and therefore their conclusions are discussed therein.

**OTHER REPORTS.** ETV has in the past few years reported on its activities to the Budget and Control Board, the Governor, the General Assembly, and the people in many ways and publications. Among the most appropriate and current of these are the following:

*South Carolina Instructional Television Resources 1972-73.*

*Educational Television, "Police Training Via ETV—From Crime to Court in South Carolina".*

*The South Carolina ETV Network.*

*Educational Television, "South Carolina ETV Network Joins With University of South Carolina to Offer New Opportunities for Businessmen Via ETV".*

*Educational Television, "South Carolinians Find Jobs Via ETV".*

*Supermarket To Satellite, Progress Report, South Carolina ETV Network, The Decade of the Sixties.*

*Educational Communications in South Carolina, Long-Term Projection, 1972.*

*South Carolina ETV Guide, Monthly.*

## SUMMARY OF 1971-'72 AND THE IMMEDIATE FUTURE

This last year has been a year of the most intensive study and planning in the history of our ETV system. Not only have we again been analyzed by outside experts, we have also engaged in intensive self-study to maximize our contribution to education at all levels. We have studied our operational practices. We have studied every aspect of our transmission system. We have studied our educational impact and the ever-increasing demands for ETV service from all aspects of education in the State.

This has been a year for us to carefully analyze our position on our long-term growth curve—a time to add up our accomplishments and to use them as a base for long-term economic and educational planning.

We have been greatly honored this year. A national long-range financing task force has just been created to develop a funding plan for ETV for the country. The Chairman of the Commission, Mr. R. M. Jefferies, Jr., has been asked to serve on that task force. It is specifically studying our South Carolina long-range plans as a model for the nation. The original South Carolina plan has again been singled out as a goal for others to work toward.

But unfortunately, much of the South Carolina plan has yet to be implemented in South Carolina. We are standing on the threshold of a comprehensive educational communications system. A firm foundation has been laid. Yet, we have paused just short of realizing the enormous potential we have within our grasp. The time has come for South Carolina to build on its firm foundation—to complete, on a systematic basis, the pioneering job we began 15 years ago.

The most intensive outside study of our system this year was made by the Governor's Management Review Commission. Their conclusions and recommendations go right along with the conclusions of every previous study of ETV including: The Carnegie Commission Study, The Joint Legislative Study Committee's Report, The Moddy Report, The South Carolina Education Association Teacher Survey, The Teacher Attitude Survey we commissioned ourselves, and



other studies of our medical, law enforcement, in-school, and evening programming; and including engineering and business studies like The Kelly Scientific Report, The Southern Bell Report, and, now, The Governor's Management Review Commission Report.

Each and all have recognized the impact of ETV on education and the economies of using ETV to support education at all levels (the present cost of the entire ETV system is less than 1.2% of this State's education budget).

The Governor's Management Review Commission study reports that ETV is accomplishing its mission within the budgetary limits placed upon it. Our planning and study this year indicate to us clearly how to broaden our programs to maximize their impact at minimum increased cost.

Next, the Management Commission's study again points out, as we have known for many years, that expansion of ETV's transmission capacity to every school will not increase the per user cost. Our long-term plan for Network development is now much closer to completion than ever before. As we expand the closed circuit to more and more schools demanding the service, we will gradually reconfigure the transmission path of the system into three major round-robin loops. Although service along the cable is one-way, these loops will permit major institutions to *originate* and to *inject* programs into the *system*. These programs will follow their particular loop into Columbia and then can be re-transmitted live to the rest of the State.

If, for example, a particular TEC center has an excellent teacher in a given field, that Center can share its expert with all the other TEC Centers in the State. This round-robin plan for the eventual ETV backbone network not only connects all the planned ETV broadcast stations, but also every State higher education institution and all of their extension centers, and every teaching hospital in South Carolina.

With the implementation of this plan, South Carolina will be the first "wired" state. No other State will be in a similar position to maximize its educational resources by sharing them and extending them through ETV.



The other major part of extending transmission capacity to every school will be accomplished by additional broadcast station coverage for elementary schools. The 3.6 million dollar bond issue approved by the General Assembly last year for use after July of 1973 will provide the necessary State funds to match Federal funds. These joint state-federal funds will make possible additional stations in the Sumter, Beaufort, Conway, Aiken, Greenwood, and Rock Hill areas to complete the broadcast system. Every elementary school will then be able to receive ETV service. Some schools will be able to receive different, simultaneous programs from two stations to allow them much greater flexibility in scheduling.

Another major recommendation by the Management Study—and an ETV budget priority—is a realistic equipment replacement schedule. The lack of a means for replacing outdated equipment on a carefully planned basis has been a major deficiency affecting ETV operations in the past. This deficiency was immediately noted and pointed out by the business minds of the Management Study. ETV is totally dependent on its equipment. Just as it is necessary for the education department to replace school buses and the highway department patrol cars, so must ETV replace its worn-out equipment on an orderly basis. More than 3 million dollars of key production equipment must be replaced on a five year amortization schedule if we are to maintain an effective service. An important goal of ETV for the future is to solve this problem to create a more businesslike operation.

The Governor's study also recommended that the staff study the feasibility of owning its transmission system. This matter is under full staff study and review. Our investigations will be complete by December 31, 1972. In the interim, however, our study results have indicated several steps of economic advantage to the State and we are proceeding to implement them immediately. First, we will continue to own existing broadcast stations (and plan to own those funded for future operation in a similar fashion). Second, we will own selected station interconnection microwave loops. Any such microwave link which "costs out" on the basis of economic and engineering factors will be state owned. Third, ETV has just purchased all of the school distribution sys-

tems in the State. This portion of the cable—the part actually within each school building—was formerly leased from telephone companies. This aspect of the system is the most economically feasible for the state to operate itself. We have not hesitated to proceed to take over this operation. Savings from leasing will pay for the systems in slightly more than three years. It is important to note that not only will ETV achieve economies through this move but also that schools will receive *increased, improved, and expanded* service.

As has always been the case, the use of ETV is strictly voluntary. The quality and usefulness of our courses are the only ETV controlled factors relating to their use. And last year, ETV utilization *again dramatically increased* although no district, no superintendent, no principal, or teacher is in any way constrained to use ETV. The State Department of Education survey reports ETV utilization at 516,000 student-courses—an all time high. In addition, ETV use by adults in various adult education courses from literacy training to continuing professional education has also increased dramatically.

Another major economy that perhaps we have too-long ignored in South Carolina is the use of educational radio. In some cases radio can provide near-equal service to television at greatly reduced costs—and thereby free more valuable television production and transmission time for other uses. This year we inaugurated our first FM station with programming for the blind and other handicapped South Carolinians as well as programs serving state agencies, the schools, and the public. FM radio is itself multi-channel. A special sub-carrier transmitter can broadcast special programs to the blind (to be received on government-issued, licensed receivers available only to the handicapped) and, it does so simultaneously while broadcasting programs to schools and homes and cars—the regular FM dial we are accustomed to using ourselves. This year we were faced with the decision of beginning minimal operation of radio with existing staff—or of turning down \$140,000 in federal funds for two stations. With our legislative authorization to explore radio, we decided to proceed and economize by combining every possible operation with television. And, we have begun. Our



beginnings indicate that we had previously underestimated the usefulness and economy of radio. We feel we should proceed with a carefully controlled, limited radio operation.

The Governor's Management Review Commission Report pointed out one major deficiency in the ETV operation. The management experts said, "The general building and facility layout does not support an efficient operation." And, since their report, the situation has worsened. We have been forced by circumstances to lease facilities even further removed from our main building—spilling for three blocks up and down both sides of Millwood Avenue—and across both Cypress and Woodrow Streets. The recommendation by the study group that our printing and shipping operations be combined is typical of certain basic inefficiencies which only a coordinated, planned, central facility will provide. For years now our need has been overshadowed by other pressing state requirements. An adequate central facility is an essential ingredient in the long-term efficient operation of ETV. As the General Assembly considered our ten million dollar bond request last year, they found it possible to provide \$3.6 million for construction of the station. They instructed us at that time to re-apply for the remaining funds required for facilities and engineering equipment. If such bonds are not available until 1974, it would be 1977 at the earliest before ETV could occupy and operate the facilities. We are faced with an extremely uncertain year-to-year leasing situation and with an aging landlady whose potential estate situation adds to the complexity. It is important to proceed to face this extremely complex problem as soon as possible.

Educational television, as we have pointed out in the past, is one of the most effective means of upgrading education at all levels. Each of the many services we have been providing, is important in itself. However, when you consider them all as a group, you begin to see the full impact educational television can have. In addition to service for students and teachers, we have provided education and training for physicians, dentists, surgeons, nurses, paramedical personnel, pharmacists, hospital workers, food service personnel, lawyers, law enforcement officers, correctional institu-



tion officers, voter registrars, magistrates; business and industrial workers and supervisors; graduate and undergraduate courses for students in our colleges and universities; courses for our technical education centers and our adult education centers; and a wide variety of programs for home viewing by citizens of all ages. All of these services are provided for a small fraction of our total State's education expenditure.

Over the last five full fiscal years, for instance, the cost of operating our public schools has risen by 40%. The budgets of our higher educational institutions have gone up 97% and other education agencies by 169%. On the other hand, over that same period of time, ETV operational expenses increased by only 20%. ETV enrollment at the beginning of that period was 172,000. It has risen over that same period to 516,000—a 200% increase in service. No other state education agency has been faced with that kind of increased service requirement. And certainly no other education agency has received a smaller percentage increase in budget over that period. No other educational agency *regularly* and *directly* affects the lives of so many South Carolinians as does the ETV Network.

And, we believe that money invested in educational television is one of the best educational investments the State can make. We spread quality education to every corner of this State. In no other way can we guarantee that all higher education institutions will be able to share the best of their teaching resources with every other higher education institution, that the technical education system will be able to extend the services of its best instructors to all technical educational centers, and that many of the pressing needs in medical education can be met by providing quality instruction to medical facilities in every corner of the State.

In this way we can guarantee that all of the citizens of South Carolina can have the benefit of the finest educational opportunities available anywhere. The continued development and final completion of our ETV system will give the State a resource that has already demonstrated its value. But more important, it will give us a resource that will be desperately needed to meet future educational needs that

get more complex and difficult each day. We will have a capacity for the educational development of all citizens that cannot be matched by any other state.

Thank you for the opportunity of presenting this information. At any time I can supply further information or detail concerning ETV, please do not hesitate to call on me.

Respectfully submitted,

Henry J. Cauthen  
President and General Manager

